IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Sureka et al. Atty. Docket No.: JP920030202US1

Serial No.: 10/727,776 Group Art Unit; 3688

Filed: December 4, 2003 Examiner: Shin Min

For: METHOD AND SYSTEM FOR LEARNING CONSUMER BEHAVIOUR

AMENDMENT UNDER 37 C.F.R. §1.111

Mail Stop Non-Fee Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This Amendment is in response to the Office Action mailed December 5, 2008, setting a three-month statutory period for response. Therefore, this Amendment is timely filed. Please amend the above-identified patent application as follows: